

Media list *template*

One row per journalist, not per publication. Fill in the spreadsheet as you research, update the status every time you pitch or hear back, and keep it short: twenty people who cover your subject beat two thousand who do not.

01 Outlet and section

The publication, podcast, newsletter or show, and the section or beat the person covers. Pitch the section, not the masthead.

Outlet: [publication]

Section or beat: [what this person covers]

02 Name and role

A named person who has written about your subject in the last few months. Check the byline yourself: staff move often.

Name: [first and last name]

Role: [reporter, editor, producer]

03 Email and location

A work email they publish or that their outlet lists, and where they are based, which matters for local angles and time zones.

Email: [work email]

Location: [city]

04 Recent article

One recent piece of theirs that connects to your story, with the month. Your pitch opens with it.

Recent article: [headline or topic, month]

05 Story to pitch

The angle you would offer this person, in a few words. Different people on the same list should often get different angles.

Story to pitch: [angle]

06 Last contacted

The date of your last email, as YYYY-MM-DD so the column sorts properly.

Last contacted: [YYYY-MM-DD]

07 Status

Pick one: Not contacted, Pitched, Followed up, Replied, Interested, Covered, Declined or Do not contact. The spreadsheet offers these as a drop-down.

Status: [status]

08 Next step and notes

What happens next and when, and anything worth remembering: how they like to be pitched, deadlines, what they said no to.

Next step: [action and date]

Notes: [notes]

09 Keep it clean

Follow up once, then stop. Mark anyone who asks not to be contacted as "Do not contact" and never email them again. In the UK and EU a named work email is personal data, so keep only what you need.

Reviewed and cleaned: [date]

Free template from Blue Leopard Media: blueleopardmedia.com/tools/media-list-template/